

AMENDMENTS TO THE CLAIMS

Please amend the claims as indicated hereafter.

1-12. (Canceled)

13. (Currently Amended) A method for receiving customizable multimedia messages over a television system at a communications terminal for presentation to a user, comprising:

creating at least one message configuration by at least one application server, each application server being capable of providing interactive services that enable the communications terminal to communicate over the television system;

sending the at least one message configuration from the least one application server to a multimedia messaging server;

receiving the at least one message configuration at the multimedia messaging server;
configuring at a the multimedia messaging server a plurality of different message requests with respective message content expressions and respective message configuration expressions, the plurality of different message requests being associated with the received message configuration, the multimedia messaging server being capable of managing the delivery of the request over the television system to the communications terminal, thereby conserving system bandwidth;

configuring a first type of expression to correspond to including in a message request a location reference to retrieve message information from a location remote from a communication terminal;

configuring a second type of expression to correspond to including in a message request message information;

receiving at the communications terminal from the multimedia messaging server a first message request including a first message content expression and a first message configuration expression;

responsive to receiving the first message request,

presenting a first message to a user according to the first message content expression and the first message configuration expression;

receiving at the communications terminal from the multimedia messaging server a second message request including a second message content expression and a second message configuration expression; and

responsive to receiving the second message request,

presenting a second message to a user according to the second message content expression and the second message configuration expression, wherein the second message request includes at least one type of expression different than the type of expressions in the first message request.

14. (Previously Presented) The method of claim 13, further comprising retrieving a message configuration from a remote location utilizing the first message configuration expression, wherein the first message configuration expression corresponds to the first type of expression.

15. (Previously Presented) The method of claim 13, wherein the step of presenting the first message includes presenting a message content according to the first message content expression and the first message configuration expression, wherein the first message configuration expression corresponds to the second type of expression.

16. (Previously Presented) The method of claim 15, wherein the second message configuration expression corresponds to the first type of expression.

17. (Previously Presented) The method of claim 15, wherein the first message content expression corresponds to the first type of expression.

18. (Previously Presented) The method of claim 13, wherein the first message content expression corresponds to the second type of expression.

19. (Previously Presented) The method of claim 13, further including configuring a third type of expression to correspond to a default message configuration according to the absence of a message configuration expression in a message request.

20. (Currently Amended) A system for providing customizable multimedia messages over a television system to a communications terminal for presentation to a user, comprising:

~~multiple at least one application server servers that generate generates at least one message configuration, each application server being capable of providing interactive services that enable a communications terminal to communicate over the television system;~~

a multimedia messaging server that receives at least one message configuration from ~~the at least one multiple application server servers~~ and associates message content for presentation to a user according to the at least one message configuration, and generates a request according to the at least one message configuration, the request including the message content and a message configuration expression for delivery over a television system to ~~a the~~ communications terminal associated with the user, wherein the ~~at least one multiple~~ application server and the multimedia messaging server are located in the headend, ~~the multimedia messaging server being capable of managing the delivery of the request over the television system to the communications terminal, thereby conserving system bandwith;~~ and

a multimedia messaging client that receives the request and associates the message content and the message configuration for presentation of the message content according to the message configuration.

21. (Previously Presented) The system of claim 20, wherein the message configuration expression comprises a location reference that is utilized by the multimedia messaging client in retrieving the message configuration for use in presenting the message content by the communications terminal.

22. (Previously Presented) The system of claim 20, wherein the message configuration expression comprises the message configuration for use in presenting the message content by the communication terminal.

23. (Currently Amended) The system of claim 20, further comprising a database of message configurations, the database accessible by the multimedia messaging server.
24. (Previously Presented) The system of claim 20, wherein the multimedia messaging client includes a client application and a configuration manager, wherein the configuration manager provides the client application with the message configuration associated with the message content.
25. (Currently Amended) A system for delivery of multimedia messages, comprising:
a multimedia messaging server; and
multiple at least one application server servers in which each server generates message content and a database of predefined message configurations, each application server being capable of providing interactive services that enable a communications terminal to communicate over the television system,
wherein each application server delivers the message content and at least one of the database of predefined message configurations to the multimedia messaging server, which in response thereto, generates a request that comprises the message content and a message configuration expression for delivery over a television system to a communications terminal associated with the user, wherein the multiple at least one application server and the multimedia messaging server are located in the headend, the multimedia messaging server being capable of managing the delivery of the request over the television system to the communications terminal, thereby conserving system bandwidth.
26. (Previously Presented) The system of claim 25, wherein the message configuration expression comprises a location reference.
27. (Previously Presented) The system of claim 25, wherein the message configuration expression comprises the message configuration.

28. (New) A method for providing customizable multimedia messages over a television system to a communications terminal for presentation to a user, comprising:

creating at least one message configuration by at least one application server, each application server being capable of providing interactive services that enable a communications terminal to communicate over the television system;

sending the at least one message configuration from the at least one application server to a multimedia messaging server;

receiving the at least one message configuration at the multimedia messaging server;

creating message activation requests for presenting a first message content to the communications terminal associated to the user according to the at least one message configuration, the message activation requests being delivered over a television system to a communications terminal associated with the user;

managing the delivery of the requests over the television system to the communications terminal, thereby conserving system bandwidth; and

sending the message activation requests from the multimedia messaging server to the communications terminal over the television system.

29. (New) The method of claim 28, wherein the message activation requests comprises message content expression.

30. (New) The method of claim 29, wherein the message content expression comprises the first message content or a location reference in the communications terminal to the first message content.

31. (New) The method of claim 28, further comprising delivering the first message content to the communications terminal from a location reference.

32. (New) The method of claim 29, wherein the message activation request includes textual content as at least a portion of the message content expression.

33. (New) The method of claim 29, wherein the message activation request includes audio content as at least a portion of the message content expression.

34. (New) The method of claim 29, wherein the message activation request includes audio content as at least a portion of the message content expression.

35. (New) The method of claim 29, wherein the first message activation request includes message content selected from the group consisting of a banner, sprite, ticker tape, barker and an animated clip.